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## **SUMMARY**

The strapping installation, which serves in particular for longitudinally strapping stacks of printed products such as newspapers or periodicals with a strap (6), comprises a strapping position with a bearing surface (2) as well as means for positioning the objects to be strapped (1) in the strapping position and means for discharging the strapped objects. The strapping position comprises a fastening region (3), situated below the bearing surface (2) and equipped for feeding the strap (6) into a loop channel (4), for securing one end of the strap loop (7), for retracting the strap (6) from the loop channel (4), and for fastening and severing a completed strapping. The loop channel (4) extends from both sides of the fastening region (3) in the shape of a groove in the bearing surface (2). The installation further comprises a loop guide (10), which is stationary during strapping, which rises from the bearing surface (2) inside of the loop channel (4) and beside the strapping position, and which arches across or towards the strapping position, in such a manner that it does not obstruct positioning of an object (1) to be strapped in the strapping position, and in such a manner that it guides a prepared strap loop sliding upwards along the outer loop guide surface when reduced in size by strap retraction. The loop guide (10) ends above the strapping position. From there, by further strap retraction, the loop places itself around the object to be strapped. The loop channel (4) of the strapping installation is of a simple shape, and all the same, loop movement does not require any mobile installation parts.

(Fig. 1)